



Meeting Agenda

PBIA Advisory Board

City Hall
601 4th Avenue E
Olympia WA 98501

Contact: Amy Buckler
360.570.5847

Thursday, June 14, 2018

6:00 PM

Council Chambers

1. CALL TO ORDER

1.A ROLL CALL

2. APPROVAL OF AGENDA

3. APPROVAL OF MINUTES

3.A 18-0579 Approval of May 10, 2018 PBIA Meeting Minutes

Attachments: [Minutes](#)

4. PUBLIC COMMENT

During this portion of the meeting, citizens may address the Advisory Committee or Commission regarding items related to City business, including items on the Agenda. In order for the Committee or Commission to maintain impartiality and the appearance of fairness in upcoming matters and to comply with Public Disclosure Law for political campaigns, speakers will not be permitted to make public comments before the Committee or Commission in these two areas: (1) on agenda items for which the Committee or Commission either held a Public Hearing in the last 45 days, or will hold a Public Hearing within 45 days, or (2) where the speaker promotes or opposes a candidate for public office or a ballot measure.

5. ANNOUNCEMENTS

6. BUSINESS ITEMS

6.A 18-0572 Welcoming New Residents

Attachments: [Downtown Project Map](#)

6.B 18-0552 Briefing on Welcoming New Businesses

6.C 18-0574 Timeline for 2019 PBIA Budget Discussion

6.D 18-0576 Board Appointments

Attachments: [PBIA Board Member nomination form](#)
[Link to PBIA webpage](#)

7. REPORTS

8. OTHER TOPICS**8.A 18-0571 Round Table Discussion****Accommodations**

The City of Olympia is committed to the non-discriminatory treatment of all persons in employment and the delivery of services and resources. If you require accommodation for your attendance at the City Advisory Committee meeting, please contact the Advisory Committee staff liaison (contact number in the upper right corner of the agenda) at least 48 hours in advance of the meeting. For hearing impaired, please contact us by dialing the Washington State Relay Service at 7-1-1 or 1.800.833.6384.



City Hall
601 4th Avenue E.
Olympia, WA 98501
360-753-8244

PBIA Advisory Board

Approval of May 10, 2018 PBIA Meeting Minutes

Agenda Date: 6/14/2018
Agenda Item Number: 3.A
File Number: 18-0579

Type: minutes **Version:** 1 **Status:** In Committee

Title

Approval of May 10, 2018 PBIA Meeting Minutes

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Meeting Minutes - Draft
PBIA Advisory Board

City Hall
601 4th Avenue E
Olympia WA 98501

Contact: Amy Buckler
360.570.5847

Thursday, May 10, 2018

6:00 PM

Council Chambers

1. CALL TO ORDER

Vice Chair Barrett called the meeting to order at 6:00 p.m.

1.A ROLL CALL

Present: 10 - Vice Chair Jeffrey Barrett, Boardmember Jacob David, Boardmember Janis Dean, Boardmember Lindsay Galariada, Boardmember Sandra Hall, Boardmember Kimberly Murillo, Boardmember Connie Phegley, Boardmember David Rauh, Boardmember Nathan Rocker and Boardmember Jeffrey Trinin

Excused: 2 - Chair Danielle Ruse and Boardmember Mary Corso

OTHERS PRESENT

City of Olympia Community Planning and Development Staff:
Downtown Liaison Mark Rentfrow
Senior Planner Stacey Ray
Homeless Response Coordinator Colin DeForrest

Olympia Police Lieutenant Sam Costello

2. APPROVAL OF AGENDA

The agenda was approved.

3. APPROVAL OF MINUTES

3.A 18-0442 Approval of April 12, 2018 PBIA Meeting Minutes

The minutes were approved.

4. PUBLIC COMMENT

Jeanette Laffoon expressed concerns with the homeless population.

Todd Cutts discussed upcoming events.

Tom Anderson discussed the erosion of the safety of downtown for business and

property owners.

Barbara Baker said homeless people should not be compared to the "hoodlums" responsible for the vandalism.

5. ANNOUNCEMENTS

Upcoming events were announced.

6. BUSINESS ITEMS

6.A 18-0441 Action Plan Briefing

Ms. Ray shared information on what the City has been doing to meet the goals and vision on how the City grows and develops over the next 20 years. She distributed the 2018 Annual Report, "Onward" and discussed the statistics using the dashboard and how collecting the information is helping to determine what the data means and how to use it.

The report was received.

6.B 18-0427 PBI Public Art Investment

Mr. Rentfrow discussed the public art investment and distributed information on street banners.

The report was received.

7. REPORTS

Ms. Buckler reported that Boardmember Dean and others are participating in Olympia Downtown Association (ODA) hosted meetings and they are in the process of putting together a proposed marketing strategy.

8. OTHER TOPICS

8.A 18-0351 Round Table Discussion

Ms. Buckler reported that City Council had a study session on Tuesday May 8th on homelessness.

Mr. Costello shared that there are two walking police officers assigned to downtown seven days a week to provide security and help disengage fights. In the past, disorderly conduct resulted in jail. It is very costly to house someone in jail so it is great to have the option to work with the Crisis Response Center to help those that have substance abuse and mental health issues.

Mr. DeForrest talked about his vision for homeless efforts.

The discussion was completed.

9. ADJOURNMENT

The meeting adjourned at 8:02 p.m.

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PBIA Advisory Board

Welcoming New Residents

Agenda Date: 6/14/2018
Agenda Item Number: 6.A
File Number: 18-0572

Type: discussion **Version:** 1 **Status:** In Committee

Title

Welcoming New Residents

Report

Issue:

Discussion of how the City and PBIA can best welcome new downtown residents

Staff Contact:

Amy Buckler, Downtown Programs Manager, abuckler@ci.olympia.wa.us
<<mailto:abuckler@ci.olympia.wa.us>>, 360-570-5847

Presenter(s):

Amy Buckler
Tim Kenney from the Downtown Neighborhood Association

Background and Analysis:

The PBIA's 2018 Work Plan includes the following item:

Provide a welcome packet to new downtown residents

PBIA Role: Work with staff to identify materials for the welcome packet. Work with downtown businesses to include coupons, etc. Determine how the welcome packets are to be distributed

Deliverable: A packet of information to welcome residents to downtown.

Since 2015, 275 new housing units have been added downtown. Currently, an additional 451 units are under construction or in the building permit pipeline. Annie's Studios and Artist Flats are expected to open in 2018. Others will open in 2019 or 2020. **(See attached map.)**

Tonight the Board is asked what type of "welcome packet" they would like to provide. Tim Kenney from the Downtown Neighborhood Association will join the discussion. Staff recommends keeping it simple and memorable; a useful keepsake will probably be more effective than a folder full of paper. Board members may decide to solicit businesses for coupons or certificates, but this is not something City staff has capacity to do. Staff can help design, procure and deliver materials.

Type: discussion **Version:** 1 **Status:** In Committee

Neighborhood/Community Interests (if known):

The Downtown Neighborhood Association has an interest in this

Options:

Discussion only

Financial Impact:

The PBIA has set aside \$2,000 for Communications/welcome efforts in 2018.

Attachments:










Downtown Development Project Map

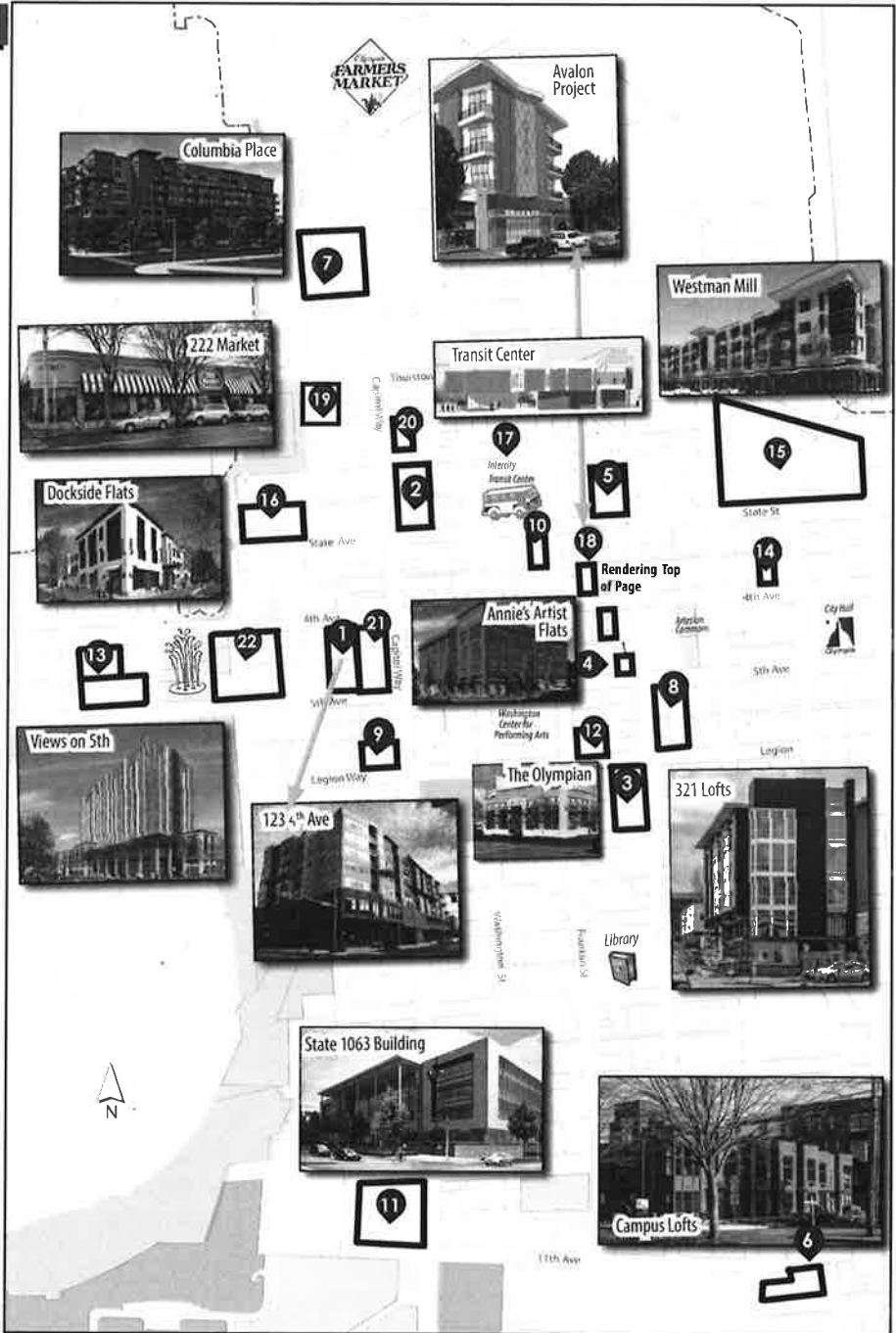


Downtown Projects | Recent and Underway

Olympia

Underway/Completed

- 123 4th Ave:** 138 new apartment units with 7,000 sf of ground floor retail. Currently leasing. 
- 222 Market:** A Euro-style local artisan market, that includes a distillery, creperie, oyster bar, florist & commercial/rental kitchen and market. 
- 321 Lofts:** 36 apartments (two two-bedroom apartments; four studio apartments; and seven one-bedroom apartments on each floor. Currently leasing. 
- Annie's Artist Flats:** Rehab of existing Montgomery Ward building into an artists' space with 11 studios, open gallery space, 18 residential units with common areas. A new building with 48 mid-level rent units will replace the surface parking lot on 5th. Expected opening in 2018. 
- Billy Frank Jr Place:** 43 affordable housing units for homeless veterans and young adults, and the disabled. Opened June 2017. 
- Campus Lofts:** 43 units that include both apartment and town-home options located close to the Capital Campus. Currently leasing. 
- Columbia Place:** 7 story mixed use building approximately 300,000 sq. ft. Includes street level retail, office, 115 residential units and parking. 
- Legion Square Remodel:** Conversion of ground floor offices into retail space, with an awning and other pedestrian improvements along the Adams Street frontage.
- Mud Bay:** New location for Downtown Corporate Headquarters.
- Providence Community Care Center:** Several agencies under one roof to serve people who need treatment for mental illness, health conditions, drug abuse and personal trauma.
- State's 1063 Building:** 5-story state office building at 11th and Capitol.
- The Olympian:** The 6800 sq ft building at 522 Franklin St is being re-purposed for commercial use.
- Views on 5th:** Conversion of existing 9-story structure into mixed use with apartments, amenities and a restaurant/café. Demolition of a blighted 1-story structure for a new 3-story building with apartments and structured parking. Overall would have 140 residential units and structured parking.
- Well 80 Brewing Company:** Redevelopment of the former Olympia Fireplace Warehouse (destroyed by fire in 2011) into a 6000 sq. ft. brewery café.
- Westman Mill:** A 5-story mixed use with 74 apartment and 12 town-home units, 8,500 sq feet of retail and a public walkway. 
- Dockside Flats:** Aredo of the former Les Schwab buildings to 3-story mixed use with 44 apartment units over 8,100 square feet of retail, including an outdoor restaurant on the water. 



Potential Projects


- 17. Intercity Transit Center:** Expansion of the existing transit center to include a new 11,570 sf office building and new bus driveway. Improvements include 3 pedestrian plazas and landscaping.
- 18. The Avalon Project:** The City has entered into an agreement with Big Rock Capital Partners for the sale of the former Griswold property. Future development to include entrepreneurial space on the ground floor, in partnership with TESC and EDC.
- 19. Condominium at Columbia:** A 7-story building with five stories including 28 units over two stories of parking. 
- 20. Market Flats:** Mixed Use redevelopment to include office/residential entry on the ground floor with 5 stories of apartments above and two levels of covered interior parking. 

- 21. Olympia Federal Savings Block Redevelopment:** Future block redevelopment of former Schoenfeld site.
- 22. Water St Redevelopment Project:** The City's preferred partner, Urban Olympia, is preparing a potential plan for redevelopment of this area.

Sites Not Yet Determined

Thurston County Courthouse: Thurston County is exploring options for a new court complex, including possible Downtown location.

Key

-  City or State Park
-  State Capitol Campus
-  Updated info or new image
-  Prior to development this property was a **surface parking lot**
-  Last updated 05/13/2018

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PBIA Advisory Board

Briefing on Welcoming New Businesses

Agenda Date: 6/14/2018
Agenda Item Number: 6.B
File Number: 18-0552

Type: report **Version:** 1 **Status:** In Committee

Title

Briefing on Welcoming New Businesses

Recommended Action

Move to direct \$200 from PBIA Communications funds to purchase supplies to make "I Love Downtown Olympia" buttons.

Report

Issue:

Discussion about how the City and PBIA welcomes new downtown businesses

Staff Contact:

Mark Rentfrow, Downtown Business Liaison, Community Planning and Development, 360.570.3798

Presenter(s):

Mark Rentfrow, Downtown Business Liaison, Community Planning and Development, 360.570.3798
Downtown Ambassador Katherine, Community Planning and Development, 360.338.2853
Downtown Ambassador Teal, Community Planning and Development, 360.338.2853

Background and Analysis:

The PBIA's recommended work plan includes this item:

"Welcome Wagon and ongoing outreach with downtown businesses/PBIA members, including non-English speaking ratepayers

PBIA Role: Advisory board members will attempt to make a face-to-connection with business owners and forge ongoing relationships

Goals:

- Create a welcoming business environment; develop relationships
- Inform businesses of the available support services
- Inform businesses of what the PBIA is and does, and encourage participation by a large diversity of ratepayers

The PBIA Board discussed this effort at their March meeting. It was determined that the Downtown

Type: report **Version:** 1 **Status:** In Committee

Business Liaison and Ambassadors are the appropriate leads for this effort. Mr. Rentfrow will brief the board on the approach and information provided at these welcome sessions. The information provided includes an overview of what the PBI is and does.

BOARD MEMBER ROLE

The Board members also expressed interest in writing a letter for new businesses. If this is something you want to do, staff recommends appointing one person to draft the letter.

The Board members also expressed interest greeting new businesses on their own. To help facilitate this, the Ambassadors will notify the Board monthly with the names and locations of new businesses that have opened in downtown. Board members may elect to greet these new business on their own. Board members may also request to go on a walk-about with the Ambassadors anytime.

In March the Ambassadors reported that the "I Love Downtown Olympia" buttons are popular with employees, residents and visitors to downtown. They are requesting \$200 from the PBI's Communications budget to purchase supplies to make 500 new buttons that would be distributed to new businesses as well as others throughout the year.

Neighborhood/Community Interests (if known):

N/A

Options:

Move to direct \$200 from PBI Communications funds to purchase supplies to make 500 "I Love Downtown Olympia" buttons.

Financial Impact:

Welcoming new businesses is part of the core services provided by CP&D's Downtown Programs division.

Attachments:

None



PBIA Advisory Board

Timeline for 2019 PBIA Budget Discussion

Agenda Date: 6/14/2018
Agenda Item Number: 6.C
File Number: 18-0574

Type: report **Version:** 1 **Status:** In Committee

Title

Timeline for 2019 PBIA Budget Discussion

Report

Issue:

Overview of the process and timeline for development of PBIA's 2019 recommended budget

Staff Contact:

Amy Buckler, Downtown Programs Manager, abuckler@ci.olympia.wa.us
<<mailto:abuckler@ci.olympia.wa.us>>, 360.570.5847

Presenter(s):

Amy Buckler
Jeff Barrett, PBIA Vice Chair

Background and Analysis:

A primary responsibility of the PBIA Advisory Board is to form a recommended annual work plan and budget. The City Council has a role to review and adopt both. The Board develops a recommended budget first, followed by a work plan that may include additional items not associated with the budget such as informational briefings.

The PBIA Chair and Vice Chair have developed the following timeline for the PBIA's upcoming budget discussions. The intent is to provide the Board time to develop ideas and include time for staff to respond to proposed concepts between meetings should questions arise.

June 14 - Description of the process, review of current budget

July 12 - Brainstorm ideas/priorities, what we wanted to fund this year but didn't

Aug 9 - Strategic Planning Session, identify proposals

Sept 13 - Strategic Planning Session, Flesh out proposals

Oct 11 - Strategic Planning Session, Flesh out proposals (*if needed*) or Final Recommendation

Nov 9 - Final Recommendation (*if needed*)

Nov - Chair presents recommended budget to General Government and/or City Council

Dec - City Council adopts PBIA budget as part of operating budget

PBIA funds are based on the total assessment of ratepayers and are limited. The total assessment averages about \$115,000/year. Traditionally, the budget has been around \$110,000, to account for uncollected assessments. The City's Finance Director reports that uncollected assessments have been closer to \$15,000 in recent years; a historical unspent funds balance has made up for it. Therefore, staff is recommending setting the budget at \$100,000 for 2019. Staff will provide an overview at the meeting.

The recommended work plan is due in February. The work plan is informed by the budget, but is broader in scope. It comprises how PBIA meeting time will be used, the role and commitment of PBIA board members, the deliverable, timing and budget implications. Having a work plan helps to ensure focus, transparency and proactive consideration of the needed resources to carry out each initiative.

Neighborhood/Community Interests (if known):

PBIA Ratepayers

Options:

Discussion only

Financial Impact:

PBIA's anticipated 2019 budget is \$100,000

Attachments:

None



PBIA Advisory Board

Board Appointments

Agenda Date: 6/14/2018
Agenda Item Number: 6.D
File Number: 18-0576

Type: report **Version:** 1 **Status:** In Committee

Title

Board Appointments

Report

Issue:

Whether to appoint new board members to fill seats vacated by resignation

Staff Contact:

Amy Buckler, Downtown Programs Manager, abuckler@ci.olympia.wa.us
<<mailto:abuckler@ci.olympia.wa.us>>, 360-570-5499

Presenter(s):

Danielle Ruse, PBIA Chair
Amy Buckler

Background and Analysis:

3.62.130 of the City ordinance regarding the PBIA states, "the Board shall consist of an odd number totaling at least 15 member representatives of Ratepayers." Currently, there are 11 members seated on the board. Previously this year, the Board opted to put off filling all the empty seats due to the historic difficulty of keeping 15 seats filled and the upcoming work plan opportunity to change the required number in the ordinance.

All four empty seats were vacated by resignation, which means a majority of the seated members may vote to appoint a new person to fill the seat.

Bylaws, Section 10.02.03: Any vacancy occurring in any office of the PBIA for reason of death, resignation, or removal shall be filled promptly by a majority vote of the Advisory Board. The person so elected shall serve during the unexpired term of the Advisory Board member whose position has become vacant.

Chair Ruse knows of a person interested in joining the board, and would like to present the Board with an opportunity to make nominations.

The following terms are currently available:

- Two positions that end on 12/31/2018
- One position that ends on 12/31/2019
- One position that ends on 12/31/2020

APPOINTMENT PROCESS

- Prospective board members fill out a nomination form (**see attached**)
- Forms are provided to the PBIA Liaison for inclusion in the next packet (no later than June 29)
- The Board will vote on whether to appoint prospective members at the July meeting

ADDITIONAL INFO

- Any ratepayer in good standing may be nominated.
- Traditionally, businesses have been able to have an employee serve instead of the actual business owner. Staff's recommendation is to follow this tradition. If the Board wants to discuss potentially limiting this in some way in the future, it can be discussed as part of updating the Ordinance and Bylaws.
- Boardmembers should represent a diversity of business classifications, interests, and viewpoints.
- Consider what zone nominees are in. We need a mix. Currently most members are from Zone A.
- There is no limit to the number of terms a Board member can complete, as long as they are appointed or run for election each time.
- According to City Ordinance, the Board's duties include:
 - The annual development of a proposed work program with specific projects and budgets,
 - The recommendation of the same to the City Council for its consideration, and
 - Preparation of a plan for regular communication of PBIA projects and information to Ratepayers.

Neighborhood/Community Interests (if known):

N/A

Options:

Discussion only

Financial Impact:

N/A

Attachments:

None

PBIA Board Member Nomination Form

The Parking & Business Improvement Area Board (PBIA) was created by the Olympia City Council in 2006 with the adoption of Ordinance No. 6375 establishing the Parking and Business Improvement Area (PBIA) for downtown Olympia.

The PBIA Board is not an independent business association; instead it is a City of Olympia advisory committee with board members elected annually by the PBIA ratepayers.

The Board's purpose is to develop an annual recommendation for Council consideration about how to invest the PBIA Fund, with specific projects and budgets and prepare a plan for regular communication of PBIA projects and information to ratepayers.

Each board member agrees to serve no less than approximately three hours per month, attending the monthly board as well as any additional committee meetings or stakeholder roundtables.

Nominations must be received with your contact information and a brief statement about why you would like to serve on the board (see below). The PBIA's nominating committee will identify prospective members to stand for election. Ballots will be mailed to ratepayers in good standing. Each business is entitled to one vote. Voting will take place over a one week period in November.

Name

Business

Are you the business owner or an employee representing the business?

How long has your business been operating in Downtown Olympia?

Why do you want to be a board member?

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Parking & Business Improvement Area (PBIA)



Purpose

The Parking & Business Improvement Area (PBIA) is a business improvement district in downtown Olympia.

The purpose of the PBIA Advisory Board is to develop an annual recommendation for the City Council about how to invest the PBIA Fund, and to serve as a communication link between downtown businesses (ratepayers) and the City of Olympia government.

The PBIA Board is not an independent business association, instead it is a City of Olympia advisory committee with board members elected annually by the PBIA ratepayers.

How Does the PBIA Help Downtown?

The mission of the PBIA is to assist in creating a vibrant, dynamic business environment and enhancing the reality and perception of downtown by visitors, residents and business owners. PBIA's activities fit within these six program areas:

Clean and Safe

The PBIA funds small projects and sponsors programs that contribute to a welcoming, safe and attractive downtown for those who visit, live and work here. We recognize this as a high priority for our ratepayers.

Top 2018 Initiatives

- Help fund the Downtown Ambassadors and Clean Team program to allow for a higher level of service delivery
- Sponsor the Volunteer in Paint Program, which helps refresh downtown buildings
- Maintain cigarette butt collectors to reduce litter on our streets

Beautiful Streetscapes

PBIA's beautification efforts contribute to creating a welcoming environment that will help Downtown Olympia be known as a desirable destination within Thurston County and the State of Washington. We want community members and visitors to come back again and again.

Top 2018 Initiatives

- Hang and maintain flower baskets throughout the summer
- Install streetscape improvements, such as new street banners or murals

Downtown Marketing

PBIA funds are used to market and promote downtown throughout the year. We are working to spread a unified, positive message about Downtown and the ways to experience it. We aim to motivate people to visit, shop and participate in events Downtown more often.

Top 2018 Initiatives

- Partner with the Olympia Downtown Association on downtown marketing and promotion, to spread a positive message about downtown and the ways to experience it
- Create a welcome packet for new downtown residents
- Promote Twinklefest and a bright and festive holiday shopping experience downtown

Parking

The City's recent Parking Strategy will help all downtown users access predictable short and long-term parking. The PBIA Board educates businesses about how the strategy aims to make parking more convenient for customers and where employees can and should park. The PBIA also supports efforts to design signage and encourage business participation.

Top 2018 Initiatives

- Educate downtown businesses about the downtown parking strategy, especially opportunities for customers and employees
- Participate in the development of a downtown wayfinding plan

Small Business Support/Resources

The PBIA educates downtown businesses about the myriad resources available to enhance, support and grow their business, and fund business and professional training programs. We want downtown businesses to have the tools and trainings they need to be successful so that businesses can stay and thrive in downtown as the local economy grows.

Top 2018 Initiatives

- Promote business support resources available in our region

Communications

The PBIA Board gathers and shares with the City feedback from ratepayers so that downtown businesses have a voice in the decision making that affects them and PBIA investments stay aligned with ratepayer priorities. The Board also informs ratepayers and partner organizations about its efforts and how to get involved.

Top 2018 Initiatives

- Proactively engage businesses through welcome wagon and peer-to-peer outreach
- Put out short, quarterly surveys

Meeting Information



The PBIA meets on the 2nd Thursday of the month, at 6 p.m., in Olympia City Hall Council Chambers, 601 4th Avenue East (unless otherwise noted below).

[View 2018 Meeting Dates](#)

- January 11
- February 8
- March 8
- April 12
- May 10
- June 14
- July 12
- August 9
- September 13
- October 11
- November 8
- December 13

Board Members


- Jeff Barrett, State of the Arts Gallery
- Connie Phegley, Old School Pizzeria
- Danielle Ruse, Tiller Creative
- David Rauh, Mixx 96.1FM
- Jacob David, Nineveh Assyrian Food Truck
- Janis Dean, The Popinjay
- Jeffrey Trinin, Always Safe and Lock
- Kim Murillo, Little General Food Shop
- Lyndsay Galariada, Quality Self Storage
- Mary Corso, Courtyard Antiques
- Nathan Rocker, Thomas Architecture Studio
- Sandy Hall, Dillinger's Cocktails and Kitchen

Get additional meeting details, agendas, and minutes on our [online meeting calendar](#)  .

Business Resources

- [Downtown Cleaning & Services List](#)
- [Downtown Public Restroom Map](#)
- [Downtown Retail Strategy](#)

Board Member Resources

- [PBIA Ordinance](#) 
 - [Bylaws](#)
 - [2018 Budget](#)
 - [PBIA Zones](#)
-

Questions?

Contact Staff Liaison, Amy Buckler, at 360.570.5847 or pbia@ci.olympia.wa.us

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The City of Olympia is committed to the non-discriminatory treatment of all persons in employment and the delivery of services and resources.



PBIA Advisory Board
Round Table Discussion

Agenda Date: 6/14/2018
Agenda Item Number:
File Number: 18-0571

Type: report **Version:** 1 **Status:** In Committee

Title

Round Table Discussion

Report

Issue:

Board discussion of downtown issues

Staff Contact:

Amy Buckler, Downtown Programs Manager, Community Planning and Development, 360.570.5847

Presenter(s):

N/A

Background and Analysis:

Discussion about downtown issues and what we are hearing from ratepayers; leading to identification of:

- Quarterly short survey questions
- Issues that might be addressed by existing programs
- Key messages to be reported to City Council
- Advice to staff about key messages to convey to downtown businesses
- Ideas for potential future PBIA budget items

Neighborhood/Community Interests (if known):

Discussion is to identify neighborhood issues

Options:

N/A

Financial Impact:

N/A

Attachments:

N/A

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